

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 493574 /		<u>Alt Order #</u> 06314696
<u>Product</u> DSCC IE		
<u>Contract Dates</u> 09/18/12 - 09/24/12		<u>Estimate #</u> 1780
<u>Advertiser</u> DSCC		<u>Original Date / Revision</u> 09/13/12 / 09/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 49	<u>Product Code</u> 53
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Great American Media (GMMB)**  
**1010 Wisconsin Avenue**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/18/12	09/24/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	MTWTF--				1	\$195.00			
N 2	KVVU	09/18/12	09/24/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	MTWTF--				1	\$250.00			
N 3	KVVU	09/18/12	09/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$2,150.00			
N 4	KVVU	09/18/12	09/24/12	Better	M-F 11a-12p		:30			NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	MTWTF--				1	\$195.00			
N 5	KVVU	09/18/12	09/24/12	Katie Couric	2-3p		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	MTWTF--				1	\$275.00			
N 6	KVVU	09/18/12	09/24/12	Fox 5 News at 5	5-530p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	MTWTF--				1	\$950.00			
N 7	KVVU	09/18/12	09/24/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$450.00			
N 8	KVVU	09/18/12	09/24/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	MTWTF--				1	\$1,025.00			
N 9	KVVU	09/18/12	09/24/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	MTWTF--				1	\$725.00			
N 10	KVVU	09/18/12	09/24/12	Extra	M-F 7-730p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	MTWTF--				1	\$950.00			
N 11	KVVU	09/18/12	09/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u>		<u>Alt Order #</u>
493574 /		06314696
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/24/12	DSCC IE	1780
<u>Advertiser</u>		<u>Original Date / Revision</u>
DSCC		09/13/12 / 09/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				1	\$700.00			
N 12	KVVU	09/18/12	09/24/12	TMZ	730-8p		:30			NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				1	\$1,350.00			
N 13	KVVU	09/18/12	09/24/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				1	\$275.00			
N 14	KVVU	09/22/12	09/22/12	Numb3rs	Sa 4-5p		:30			NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$135.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/17/12-09/23/12	Numb3rs	Sa 4-5p	-----Sa--	:30	<del>\$135.00</del>	NM		
		See MG 14.2										
		2	KVVU	09/23/12-09/23/12	Friends Weekend	5-6p	-----Su	:30	\$135.00	NM		
		Ⓜ MG for 14.1 09/22										
N 15	KVVU	09/23/12	09/23/12	Criminal Minds	Sun 11p-12am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$300.00			
N 16	KVVU	09/19/12	09/19/12	The X Factor	The X Factor		:30			NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$8,000.00			
Totals											18	\$20,525.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/24/12	18	\$20,525.00	\$17,446.25
<b>Totals</b>	<b>18</b>	<b>\$20,525.00</b>	<b>\$17,446.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP17/12 14.30

REP. #	OFF. #	762	SALESMAN #
BUYER NAME	MAURA	GILROY	
SALES PRSN	PH-	TERESA	DIFURIA

PRDCT	<u>DSCC IE</u>	<u>EST#1780</u>	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_  
DATE SEP17/12 14.30

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

AGENCY ADVERTISER CODE = 49 AGENCY EST# = 1780  
AGENCY PRODUCT CODE = 53

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PROGRAM : NUMB3RS
CON COM1 : NUMB3RS
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20	A	500P-600P	30	\$135.00	9/23	I	STUN	9/17
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PROGRAM : FRIENDS WEEKEND  
ORD COM1: SPOT N/A PRG CHG DUE TO SPORTS. MG 'FRIENDS' ON SUNDAY. PRE-BOOKED PLS  
ORD COM2: APPROVE.  
THIS IS A MAKE-GOOD FOR SEP22 ON LINE-17 FOR 1 SPOT/WK

REP HEADLINE# 6314696 TRF# 493574 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP17/12 14.30  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* KVVU-TV \*\*\*  
 \*\*CHANGES\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:  
 M1 OK'D BUY#17 MISSED: SAT/400P-500P SEP22 30S \$135.00 (SEP17/12)  
 OFFER: SUN/500P-600P SEP23 30S \$135.00 PLS ADVISE.  
 CMT: SPOT N/A PRG CHG DUE TO SPORTS. MG 'FRIENDS' ON SUNDAY. PRE-BOOKED PLS  
 CMT: APPROVE.

SEP/12 20525.00 CONTRACT TOTAL 20525.00  
 TOTAL SPOTS 18

MARKET TOTALS \$128,281 KVVU 16% KSNV 23% KLAS 34% KTNV 21% KVMY 4% KVCW 2% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

SEP13/12 14.34  
\*\*\* KVVU-TV \*\*\*

WASHINGTON, DC 20007

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[illegible]

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP13/12 14.34

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

AGENCY ADVERTISER CODE = 49	AGENCY EST# = 1780
AGENCY PRODUCT CODE = 53	

```
PROGRAM : JUDGE JOE BROWN
CON COM1: JUDGE JOE BROWN
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PROGRAM : DR OZ
CON COM1 : DR OZ
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REP HEADLINE# 6314696  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP13/12 14.34  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1000P-1100P PROGRAM : FOX 5 NEWS AT 10P CON COM1 : FOX 5 NEWS AT 10P	30		\$2,150.00	9/18	9/24	2		TU-F,M	2
4			1100A-1200N PROGRAM : BETTER LAS VEGAS CON COM1 : BETTER LAS VEGAS	30		\$195.00	9/18	9/24	1		TU-F,M	1
5			200P-300P PROGRAM : KATIE COURIC CON COM1 : KATIE COURIC	30		\$275.00	9/18	9/24	1		TU-F,M	1
6			300P-400P PROGRAM : ANDERSON COOPER CON COM1 : ANDERSON COOPER	30		\$300.00	9/18	9/24	0		TU-F,M	0
7			400P-500P PROGRAM : DR OZ CON COM1 : DR OZ	30		\$350.00	9/18	9/24	0		TU-F,M	0
8			500P-530P PROGRAM : FOX 5 NEWS AT 5PM CON COM1 : FOX 5 NEWS AT 5PM	30		\$950.00	9/18	9/24	1		TU-F,M	1
9			500A-600A PROGRAM : FOX5 NEWS 5A CON COM1 : FOX5 NEWS 5A	30		\$450.00	9/18	9/24	2		TU-F,M	2
10			530P-600P PROGRAM : FOX 5 NEWS AT 530PM CON COM1 : FOX 5 NEWS AT 530PM	30		\$1,025.00	9/18	9/24	1		TU-F,M	1
11			600A-700A PROGRAM : FOX5 NEWS 6A CON COM1 : FOX5 NEWS 6A	30		\$725.00	9/18	9/24	1		TU-F,M	1

REP HEADLINE# 6314696  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP13/12 14.34  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			700P-730P PROGRAM : EXTRA CON COM1 : EXTRA	30		\$950.00	9/18	9/24	1		TU-F,M	1
13			700A-900A PROGRAM : FOX5 MORNING NEWS CON COM1 : FOX5 MORNING NEWS	30		\$700.00	9/18	9/24	1		TU-F,M	1
14			730P-800P PROGRAM : TMZ CON COM1 : TMZ	30		\$1,350.00	9/18	9/24	1		TU-F,M	1
15			900A-1000A PROGRAM : MORE LAS VEGAS CON COM1 : MORE LAS VEGAS	30		\$275.00	9/18	9/24	1		TU-F,M	1
16			1000P-1100P PROGRAM : FOX 5 NEWS AT 10PM SAT CON COM1 : FOX 5 NEWS AT 10PM SAT	30		\$2,100.00	9/22	9/22	0		SAT	0
17			400P-500P PROGRAM : NUMB3RS CON COM1 : NUMB3RS	30		\$135.00	9/22	9/22	1		SAT	1
18			1100P-1200M PROGRAM : CRIMINAL MINDS CON COM1 : CRIMINAL MINDS	30		\$300.00	9/23	9/23	1		SUN	1
19			800P-1000P PROGRAM : X FAXTOR CON COM1 : X FAXTOR	30		\$8,000.00	9/19	9/19	1		WED	1

SEP/12 20525.00 CONTRACT TOTAL 20525.00  
 TOTAL SPOTS 18

REP HEADLINE# 6314696  
 \*\*\* ORIGINAL REV#0 \*\*\*

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP13/12 14.34  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:

MARKET TOTALS \$128,281 KVVU 16% KSNV 23% KLAS 34% KTNV 21% KVMY 4% KVCW 2% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*